

MEDIA RELATIONS CHEAT SHEET:

Checklist

- ✓ **Prepare:** Read all reporter briefing documents and craft your main messages for interviews.
- ✓ **Establish Attribution:** Remember, you're always on the record unless you have specific agreement from the reporter otherwise.
- ✓ **Show, Don't Tell:** Provide concrete examples, stories, or data to back up your main messages.
- ✓ **Control the Interview:** Don't take the bait. Always bridge back to your main messages and keep your quotes short and to-the-point.
- ✓ **Follow Up:** Provide written quotes when possible and maintain the reporter relationship, even if it doesn't result in a story or quote.

Terms of Attribution



ON THE RECORD

"This is the best thing since sliced bread," said XYZ Inc. CEO Jamie Smith.



DEEP BACKGROUND

Sources say the product is the best thing since sliced bread.



ON BACKGROUND

"This is the best thing since sliced bread," said a senior executive familiar with the product.



OFF THE RECORD

Nothing.

Bridging & Flagging

Bridge to your Message

- "That is a good question, but the key concern is ..."
- "In addition to that ..."
- "What I do know is ..."
- "Let me put that into perspective ..."
- "That's the way it used to be, but here's what we're doing now ..."
- "I don't want to speculate on that, but what I can say is ..."

Flag Key Points

- The key messages should be what you've prepared. This is not the time to get creative.
- "If you only remember one thing today ..."
- "The most important thing for people to know is ..."
- "What I really want to make clear is ..."
- Always have an answer to "Do you have anything else to add?"

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